

## Statewide Lodging Performance by County 2006 vs 2007

County	Occupancy		ADR (\$)		RevPAR (\$)		Demand		Supply	
	2007	% Change	2007	% Change	2007	% Change	2007	% Change	2007	% Change
<b>Apache</b>	59.8%	3.8%	71.40	7.5%	42.71	11.5%	216,588	5.1%	362,080	1.3%
<b>Cochise</b>	72.0%	6.4%	63.39	10.1%	45.63	17.2%	698,181	12.9%	969,927	6.2%
<b>Coconino</b>	65.3%	3.2%	82.48	7.3%	53.88	10.7%	2,474,276	3.1%	3,787,199	-0.1%
<b>Gila</b>	69.4%	5.8%	71.14	9.1%	49.40	15.6%	271,937	5.9%	391,645	0.0%
<b>Graham</b>	79.3%	9.4%	72.68	11.7%	57.66	22.2%	109,178	9.5%	137,605	0.0%
<b>Greenlee</b>	N/A		N/A		N/A		N/A		N/A	
<b>La Paz</b>	N/A		N/A		N/A		N/A		N/A	
<b>Maricopa</b>	66.9%	-1.9%	121.79	6.5%	81.50	4.4%	12,494,830	-1.7%	18,670,911	0.2%
<b>Mohave</b>	58.0%	-1.7%	71.76	3.0%	41.64	1.3%	899,581	-1.5%	1,550,155	0.1%
<b>Navajo</b>	63.5%	6.2%	62.25	5.0%	39.53	11.6%	749,980	6.3%	1,181,140	0.0%
<b>Pima</b>	66.5%	-2.2%	100.95	7.9%	67.16	5.6%	3,705,014	-2.5%	5,568,796	-0.3%
<b>Pinal</b>	64.9%	-2.0%	75.40	4.6%	48.97	2.6%	345,387	0.6%	531,805	2.5%
<b>Santa Cruz</b>	69.1%	-0.1%	72.42	7.8%	50.05	7.7%	241,884	2.1%	350,035	2.3%
<b>Yavapai</b>	66.6%	-1.6%	121.60	9.8%	80.94	8.0%	1,105,794	-0.7%	1,661,172	1.0%
<b>Yuma</b>	66.4%	-8.8%	77.13	7.3%	51.20	-2.1%	676,695	-4.5%	1,019,521	4.7%

Source: Smith Travel Research- The information contained in this report is based upon independent surveys and research from sources considered reliable but no representation is made as to its completeness or accuracy. This information is intended solely for the internal purposes of your organization and should not be published in any manner unless authorized by the Arizona Office of Tourism and Smith Travel Research.

N/A = Not Available

\* % change compared to last year